

2021 ROCK COUNTY 4-H FAIR ANNUAL MEETING MINUTES

The annual meeting of the Rock County 4-H Fair Association was held on Wednesday, November 17, 2021 in the Craig Center, Fairgrounds, Janesville, WI. There were 48 members present.

The meeting was called to order by President Ryan George at 7pm.

Ryan thanked the Fair Association for their attendance and introduced the directors of the Rock County Fair Board and thanked them for their service. Appreciations were given to Michael Phalin for his time served on the board.

Appreciations were given to to Mary Purinton and Jan Lubow for their service to the fair; both have announced their retirement from the Secretary's Office.

Additional appreciations were given to Fair Manager Mary Check for her leadership and the effort she puts in to help us host a successful fair each year.

The Treasurer's Office Staff: Candy Nicholson, Sue Johnson and others were all thanked for their contributions during fair week.

Secretary's Report:

The minutes from the 2019 meeting were available on the website and at the check in table. There being no additions or corrections, Randy Thompson moved to accept the secretary's report as read, Robin Heath moved to second and the motion carried.

Read and accept new members of the association, one new member from 2020 and four new members from 2021.

1. Kristen Broege
2. Cindy Peters
3. Erica Ballmer
4. Courtney Frie
5. Thad Andrews

Motion made by Brian Lux to accept the new members of the Rock County 4-H Fair Association. Katelyn Heath moved to second, and the motion carried.

Fair dates were set for 2022 are Tuesday, July 26 - 31, 2022.

Treasurer's Report:

Ryan George, President presented the 2019 audited financial report for approval. Joe Martin moved to accept the audited report, Vera Zych seconded, motion carried.

2020 audited financial report for approval. Teresa Reilly moved to accept the audited report, Katelyn Heath seconded, motion carried.

Ryan George presented the 2021 financial report.

Election: Joe Martin was presented as chairperson for the election.

There are 48 voting members are present.

VICE PRESIDENT:

Presented by the nominating committee was Beth Burdick.

Barb George moved to close nominations and cast a unanimous ballot for Beth Burdick for Vice President. Randy Thompson seconded, motion carried.

TREASURER:

Presented by the nominating committee was Abbey Gasser.

Karen O'Leary moved to close nominations and cast a unanimous ballot for Abbey Gasser for Treasurer. Ronna Ballmer seconded, motion carried.

First Director:

Presented by the nominating committee was Chad Butts

Megan Flood **nominated** Cathy Lambert

Becky Lund **nominated** Nick Lambert

Randy Thompson **nominated** Randy Kleven

Brian Lux moved to close nominations for first director, Robin Heath seconded, motion carried.

Each candidate introduced himself or herself.

Results of the first ballot for 1st. director:

Name:	Votes
Chad Butts	32
Cathy Wendtland	4
Nick Lambert	7
Randy Kleven	4

The first director is: Chad Butts

Second Director:

Those names still on the ballot are: Cathy Wendtland, Nick Lambert, and Randy Kleven. Laura Fuhrmann nominated BJ Arnold

Karen O'Leary moved to close nominations for Second Director, Katelyn Heath seconded, motion carried.

Results of the first ballot for 2nd. Director:

Name:	Votes
Cathy Wendtland	7
Nick Lambert	10
Randy Kleven	4
BJ Arnold	26

The second director is: BJ Arnold

Third Director:

Those names still on the ballot are: Cathy Wendtland, Nick Lambert, and Randy Kleven. Dick Zanzinger nominated Nicole Speich.

Ronna Ballmer moved to close nominations and Robin Heath seconded, motion carried.

First Ballot:

Name:	Votes
Cathy Wendtland	5
Nick Lambert	18
Randy Kleven	4
Nicole Speich	20

Second ballot:

Name:	Votes
Nick Lambert	23
Nicole Speich	25

The 3rd. director is: Nicole Speich

Committee Reports

Advertising: Abbey Gasser

Reported the goals of this year's advertising were to drive people to website, gather data, and increase social media presence. Advertising was done in all of the traditional methods, and also digital display ads, sweepstakes with the Janesville Gazette, sponsored social media, and set up a Mailchimp account to collect data. On the Friday of the fair, we had a five year high for attendance. Cell phone data was retrieved that 82% of our fair was from Rock County, and 12,000 people were from 62,000 people visited our website. Eleven percent of our online ticket buyers were from outside Rock County. Social Media grew by 10%, Instagram by 40%. Mailchimp collected 3000 email addresses.

Concessions: Maureen Fox-Rusch

Reported on our successful fair with many vendors. Many vendors chose not to attend due to the pandemic, but we were able to provide a wide selection of vendors for our fair patrons.

Buildings & Grounds: Chad Butts

Reported on the set-up of the grounds. He thanked our Grounds Crew for their hard work. Chad also gave an appreciation to the Rock County Parks Department Supervisor Bruce Stone who is onsite year-round. Bruce has done an phenomenal job organizing and streamlining our needs.

Clean Up: Laura Fuhrmann

Reported that clean up went smoothly on the Wednesday after the fair. Hot Dogs donated by Rock County Beef Producers, chips donated by Randy Hughes. The Beef Producers were thanked for their time grilling.

Coronation: Robin Heath

Reported: Robin outlined the activities of the Royalty Coronation candidates. The Ceremony was held on Tuesday of the fair. We were honored to have the Wisconsin Fairest of the Fair here that evening. Crowned that evening was Emma McNally as the Rock County 4-H Fair Queen.

Craig/Blackhawk/Block Building Coordinator: Beth Burdick

Reported that new displays were used to enhance the appeal and space of the displays. Always looking for ideas to showcase the area. Superintendent ideas are always appreciated. Hoping that exhibit numbers are increased in 2022.

Dairy Youth Auction: Bonnie Martin

Reported that this committee has been in existence since 2005. Fifteen exhibitors are eligible to participate in the sale. \$45,950 was raised at this sale.

Daytime Entertainment and Main Entertainment: Michael Phalin

Reported on the different daytime acts: Pig & Duck Races, Lumberjack Show, and Barnyard Adventure. Special thank you was given to the Texas Roadhouse for donating the catered meals backstage.

First Aid: Michael Phalin

Reported: Involves much advance planning. Main coordination is with Janesville Fair Department. Footville, Edgerton, Evansville, and Clinton provided evening coverage. We appreciate our area community for their efforts to help our fair run smoothly.

Fur & Feather Sale: Robin Heath

Reported that Bob Johnson was the auctioneer this year as Weber Auction retired. \$81,910 was earned at the sale, and of that \$5710 went toward scholarships.

Insurance: Ryan George

Reported that we switched to Grams Insurance which is a local insurance agency that works through a national agency.

Meat Animal Sale: Ryan George

Reported that a \$489,000 dollars were spent at this year's sale. The top buyers were: Woodman's, Jake's Electric, E&D Waterworks, Seneca Foods, Johnson Tractor, Klitzman Seeds, Badger State Auction, Sorg's Farm Parking, Schneider Funeral Home, and the Edgerton Boosters. 4-H Enrollment was down in 2021, and as a result, the number of animals sold was done. Community support for sale is the noteworthy for the Meat Animal Sale's success.

Memorials & Appreciation: Karen O'Leary

Reported on the many options available for memorials. Verajean M Family made a donation in memory of Verajean in the past two years for optional use. E&D Waterworks and Teresa Reilly were named as Friends of the Fair in 2021. The Superintendent's Appreciation Dinner was held with much success this year. Famous Dave's stepped in at the last moment and catered the dinner.

Museum: Ronna Ballmer

Reported that our museum is very unique to other fairs. Our theme was the 1930's & 1940's. Those two decades were featured. 2022 will featur the 1950's. There were many new contests for fairgoers to participate in. The museum committee held the "Where's Rocko" contest each day. Churchill Concrete and Stone donated a number of gift cards for our contest winners.

Premium: Beth Burdick

Reported that recommendations about fair premium book changes are taken to the fair committee annually.

New Events: Beth Burdick & Ronna Ballmer

Reported on the Rock the Grounds Event that was held in conjunction with the Beef Producers Cook-Out on that Saturday. This event will continue in 2022. Other new activities included rock painting, the bike parade, antique tractor show, farmer's market, car show. We also had a "Pinterest" Contest. Ronna Ballmer reported on the other new contests. Also new this year was the Photography Contest which was showcased in the

Block Building sponsored by Churchill Concrete. The Pie Contest was in its second year. Ryan George auctioned off the top pies; \$960 was raised. The Pedal Pull was organized by Thad Andrews.

Security: Ryan George

Reported that the Rock County Sheriff's department continues to do an excellent job with our security. Issues that occurred were handled swiftly.

Sponsorship: Abbey Gasser

Reported on a strong year of sponsorships. Our area businesses and citizens really stepped up to help sponsor our fair. We collected \$49,000 in corporate sponsorship. We had fifty nine unique sponsors. Grand Champion Sponsor was sold this year for the first time in year. We had a reserve champion sponsor each day at the gates, many sponsorships noted on the barns, and each daytime activity had sponsors. Over 300 people were distributed our sponsorship booklets. Sponsorships were also available online. Postcards were sent to all fair association members.

New Business:

Ryan George discussed Rock County's commitment to the fairgrounds. Much of the infrastructure has been and is being updated. There is a marked positive direction the fairgrounds is headed currently.

Any other business:

Megan Flood from the Rock County Fair Alumni Association brought information about the Alumni Association and provided it at our check-in table this evening.

Randy Thompson thanked Ryan George for his leadership and the board for the time and effort being put throughout this pandemic for the youth of the Rock County.

Motion was made by Randy Thompson to adjourn. Second by Barb George.